



The Shasta Children and Families First Commission  
1518 Market St., Redding, CA 96001  
(530) 229-8300 – fax (530) 229-8301  
[www.First5Shasta.org](http://www.First5Shasta.org)

## SPECIAL OPPORTUNITY FUNDING

(Revised February 2005)

### OVERVIEW

First 5 Shasta, *the Shasta Children & Families First Commission*, is funded by the California Children and Families Act (Proposition 10). This statewide initiative was passed by voters in 1998. Proposition 10 placed a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs to support the healthy development of children from the pre-natal stage to five years old.

The vision of First 5 Shasta is to create a system of information, services and activities that allow all young children in Shasta County to learn, play and reach their potential as contributing members of society.

To realize this vision, First 5 Shasta commits 80% of its annual income to supporting new or expanded programs in Shasta County. Of this, a portion is set aside as *Special Opportunity Funding* for projects brought to us by organizations, community groups, and providers.

### FUNDING GUIDELINES AND POLICIES

- Special Opportunity grants support projects aimed at the healthy development of prenatal-to-five year old children and their families in Shasta County.
- All projects and community-based activities selected for funding must relate to the aims of the First 5 Shasta vision, goals and objectives (see [Attachment A](#)).
- Special Opportunity grants provide “one-time” funding for specific projects.  
Projects appropriate for Special Opportunity grants include, but are not limited to:
  - Development of curricula
  - Development or purchase of materials
  - Program planning
  - Purchase of equipment, including playground equipment for play areas accessible to the public
  - Training opportunities for parents, staff, volunteers
- Grants are not available for capital improvement projects.
- Grants are not awarded to sustain existing programs and are not intended to develop projects with uncertain plans for sustainability.
- Proposition 10 legislation does not allow First 5 Shasta to use funds to supplant or replace others sources of funding.
- Requests for less than \$20,000 are encouraged so that First 5 Shasta can support a broad number of projects throughout the county. Requests to be considered must range from:
  - \$5,000-\$20,000
  - \$1,500-\$20,000 (family child care providers only)
- A total of \$40,000 is available to be awarded each round. The Commission is not obligated to allocate any or all of these funds and may choose to hold them in reserve.

- Grants may be awarded to organizations, community groups or providers. Applicants must provide a tax identification number.
- Family child care providers applying for funding must meet criteria identified by First 5 Shasta (see Attachment B).
- An organization, community group or provider may submit only one proposal per competitive funding round.
- Applicants seeking these funds will demonstrate careful planning efforts in project/activity development.
- Depending on the project, grantees may be required to provide mutually agreed upon progress reports and/or to participate in measuring the impact of their projects.
- First 5 Shasta will be acknowledged in materials promoting the projects and activities receiving this support.
- Grantees will be required to abide by First 5 Shasta's Tobacco Control Policy.

## **FUNDING SCHEDULE: TWO COMPETITIVE ROUNDS EACH YEAR**

**Proposals are due at the First 5 Shasta office by 4:00 p.m. on:**

**October 8, 2004 (Fall Round)  
April 14, 2005 (Spring Round)**

## **HOW TO APPLY**

1. Call to discuss your project ideas with the First 5 Shasta Executive Director. This discussion will determine if your project is a good match with Special Opportunity Funding guidelines. Call the First 5 Shasta Director at 229-8300.
2. If a project is seen as a match for possible funding, write your proposal by following the enclosed instructions.
  - If you are new at grant writing, or if you need help, please call First 5 Shasta. Arrangements have been made for grant-writing classes, to be offered free for community groups or providers interested in seeking funding for programs aimed at young children and their families.
3. Mail or hand-deliver the original, signed copy of your proposal, making sure it arrives at the First 5 Shasta office by 4:00 p.m. on the due date. Submit your proposal to:

**First 5 Shasta / Special Opportunity Funding  
1518 Market St.  
Redding, CA 96001**

## PROPOSAL REVIEW

Upon receipt by First 5 Shasta, Special Opportunity grant proposals will be reviewed in three phases to determine funding recommendations: Proposal Review, Qualifying and Prioritizing. See Review Process and Criteria: [Attachment C](#)

**Phase I: Proposal Review** - Upon receipt of the proposal, First 5 Shasta staff will review the proposal to ensure that instructions were followed.

**Phase II: Qualifying** - Accepted proposals will be evaluated by a team of First 5 Shasta Advisory Committee members based on:

- Applicant capability of conducting the project
- Appropriateness of the proposed project to First 5 Shasta objectives
- Thoroughness of project planning and development, including the involvement of other partners and community members (when appropriate)
- Appropriateness of the project budget

**Phase III: Prioritization**- Final prioritization of proposals will be based on First 5 Shasta's interest in:

- Variety of types of organizations
- Variety of types of projects
- Breadth of geographical location of funded program
- Increasing community capacity

Upon review conclusion, if the review team has questions, First 5 Shasta staff may be asked to gather more information from the applicant.

The review team will make a recommendation to the full Advisory Committee. The Committee will consider the information presented and make a funding recommendation to the Shasta Children and Families First Commission. The Commission makes all funding decisions and these decisions are final.

Applicants are not asked to verbally present proposals and are not required to attend any of our meetings. Of course, if you want to attend, Advisory Committee meetings and meetings of the Shasta Children and Families First Commission are open to the public and you are always welcome. Those choosing to attend are often given an opportunity to discuss/answer questions about their proposed project.

## PROPOSAL GUIDELINES

- Type or print your answers to items 1-12 of *Proposal Instructions*.
  - Typed proposals are required to use 11 or 12 point font size. Please use one-inch margins.
  - If you print, please use black ink and write clearly.
  - Please answer items in the order given, noting the item number and restating the question before each answer.
  - Keep the proposal to no more than five pages (not including cover sheet and attachments).
- Complete the Cover Sheet ([Attachment D](#)) If one section does not apply, please indicate with N/A. If you print, please use black ink and write clearly.
- Have the Cover Sheet signed and dated by the person in your group or organization who is legally authorized to sign agreements. This signature certifies that the information and statements made are correct.
- Attach the original Cover Sheet to the front of your proposal.
- Submit your completed proposal by 4:00 p.m. on or before the proposal due date (October 8, 2004 or April 14, 2005) to:

**First 5 Shasta/Special Opportunity Proposal  
1518 Market St.  
Redding, CA 96001**

## PROPOSAL INSTRUCTIONS (please keep your proposal to no more than 5 pages)

1. Describe your organization or community group. Identify its purpose, structure, and services. Please describe how your group or organization is funded.
2. Describe your proposed project. Please include:
  - a. Who this project will reach or serve
  - b. Timeline for this project and when it will be completed
3. Discuss how this project will improve the well-being of prenatal-to-five year old children and their families in Shasta County. Will existing services be improved by the project? If yes, please describe. Please describe the community needs/gaps that will be addressed by this project and how?
4. Describe the planning efforts that went into developing your proposed project. Please identify any community groups/organizations/individuals involved in the planning, development and implementation of this project. What are their roles in this project?
5. Describe the results you expect from this project. What effect do you think this project will have on the people it reaches? How will you know if these results have been achieved?
6. Discuss how First 5 Shasta will be acknowledged in project materials (if applicable).
7. Discuss the procedures used by your organization for fiscal management.
8. Describe existing sources of financial and non-financial support or contributions that will be used in this project.
9. Identify other funding you are pursuing/have pursued for this project.
10. Discuss how you intend to sustain this project upon conclusion of First 5 Shasta funding.
11. Please attach a budget summary of how First 5 Shasta funds will be used. Please be sure to explain every budget item. Add any other information that will help us understand your project budget.

### BUDGET SUMMARY

Amount

\$ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\$ \_\_\_\_\_

Budget Items:

Project/Staff Consultants - explain:

Equipment - explain:

Office Supplies - explain:

Educational Materials - explain:

Promotion/Advertising - explain:

Training Costs - explain:

Other - explain:

**Total Amount Requested from First 5 Shasta**

If you are a family child care provider, complete Attachment E and attach to your proposal.

# FIRST 5

## S H A S T A

### Goals and Objectives

#### 2005 - 2009

#### **Goal One Children and families are safe and children are physically, mentally, emotionally, socially and spiritually healthy and ready to learn.**

- Objective A Decrease child abuse, neglect and child experience of family violence.
- Objective B Decrease alcohol abuse among parents and family members in households with children 0-to-5.
- Objective C Decrease illegal drug use among parents and family members in households with children 0-to-5.
- Objective D Decrease tobacco use among parents and family members in households with children 0-to-5.
- Objective E Increase duration of breastfeeding.
- Objective F Decrease rates of childhood obesity.
- Objective G Decrease rates of childhood anemia.
- Objective H Decrease persistence of maternal depression.
- Objective I Decrease incidence and persistence of impaired attachment.
- Objective J Improve family literacy and language development.
- Objective K Decrease the incidence of dental caries in young children.

#### *Our Vision*

Shasta County is a community that works together to create safe, nurturing environments that allow all young children to learn, play and reach their potential as contributing members of society.

#### **Goal Two Services and resources are accessible.**

- Objective A Increase access to physical health, mental health, and oral health prevention and intervention services for young children and their families.
- Objective B Increase access to quality, affordable early care and education, with emphasis on care for infants and toddlers and children with special needs.
- Objective C Increase screening, referral, and follow-up on referrals for children with special needs.
- Objective D Increase the number of parks and recreational activities age-appropriate for children 0-to-5.

#### **Goal Three Community understands and values early childhood development and child learning.**

- Objective A Key decision-makers, elected officials, policy-makers, faith-based leaders and leaders of foundations are educated about issues related to early childhood development and learning.
- Objective B Service providers are educated about issues related to early childhood development and learning.
- Objective C Parents and primary caregivers are educated about issues related to early childhood development and learning.
- Objective D Employers are educated about issues related to early childhood development and family needs.

#### **Goal Four Policies and funding resources are focused on children 0-to-5.**

- Objective A Local foundations, businesses, governments, and organizations financially support and participate in programs focused on children 0-to-5.



## Attachment B

### CRITERIA FOR LICENSED FAMILY CHILD CARE PROVIDERS SEEKING FIRST 5 SHASTA FUNDING

First 5 Shasta is interested in supporting quality licensed family child care in Shasta County. Among other factors, quality care is linked with consistency of caregiver, education/professional training of caregiver, environments that encourage early childhood learning and exploration, and caregiver relationships with parents.

**Family Child Care providers submitting a Special Opportunity Funding proposal must complete the Request for Proposal Addendum: Family Child Care Providers (Attachment C) and return it attached to their proposals.**

- Applicants must be licensed by Community Care Licensing.
- Applicants must have been in business for at least 12 consecutive months immediately preceding their application for funding
- Projects to be funded must be directed specifically to children under the age of 5 years old.

### GUIDELINES FOR FIRST 5 SHASTA INVESTMENTS IN LICENSED FAMILY CHILD CARE FACILITIES

Types of projects First 5 Shasta will **not** fund:

- Costs for start-up of Family Child Care homes
- Capital home improvements (e.g. remodeling, activities that improve property value)
- Play areas not accessible to the public

First 5 Shasta funds **may be used** for projects such as:

- Purchase of outdoor play area equipment accessible to the public. Requests for play area development must be accompanied with a plan from a certified playground inspector ensuring Health and Safety issues are addressed.
- Other equipment including manipulatives and equipment for children with special needs including wheelchairs and removable ramps.
- Curricula and materials for learning and literacy.

Training and education for early care providers.



## SPECIAL OPPORTUNITY FUNDING REVIEW PROCESS AND CRITERIA

### Phase I – Proposal Review

**Proposals must meet the following basic requirements:**

- Application received by due date
- Cover sheet complete, signed and dated
- Proposal follows format as specified in RFP
- All questions are answered
- Budget information is included
- Amount requested is within grant funding parameters
- Attachment E completed by family childcare applicants

### Phase II - Qualifying

**Each accepted proposal is evaluated by a team of First 5 Shasta Advisory Committee members based on the following content areas:**

Applicant Capability	Appropriateness of Proposed Project	Project Planning and Development	Project Budget
<ul style="list-style-type: none"> <li>• Applicant's purpose and services relate to children 0-5 years of age and their families</li> <li>• Evidence that applicant organization and structure can support the successful implementation of proposed project</li> <li>• Evidence of sound fiscal management</li> <li>• Demonstrated commitment to quality care (for family child care providers)</li> </ul>	<ul style="list-style-type: none"> <li>• Applicability to First 5 Shasta objectives</li> <li>• Degree to which proposed strategies fit project objectives</li> <li>• Project's potential for improving the well-being of 0-5 year old children</li> <li>• Population to be reached/served</li> <li>• Project's potential for improving the well-being of 0-5 year old children and their families</li> <li>• Degree to which project addresses an existing need/gap</li> <li>• Identified expected results of project</li> <li>• Funds requested do not supplant existing/previous project funding</li> </ul>	<ul style="list-style-type: none"> <li>• Degree to which project is integrated into applicant organization and with other community services</li> <li>• Evidence of thorough project planning</li> <li>• Presents realistic plan and timeline for project implementation</li> <li>• Degree of community partnerships, cooperative efforts, collaboration in project planning and implementation (when appropriate)</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriateness of budget for project implementation</li> <li>• Cost-effectiveness of budget in relation to level of effort proposed</li> <li>• Availability of other sources of financial and non-financial support to be used in the project</li> <li>• Other funding pursued/being pursued for the project</li> <li>• Degree that project will be sustained beyond First 5 Shasta funding</li> </ul>

### Phase III - Prioritizing

**Final prioritization of qualifying proposals is based on the following considerations:**

- Interest in broadening the types of organizations funded by First 5 Shasta
- Interest in broadening the types of projects funded by First 5 Shasta
- Interest in broadening the geographic communities supported by First 5 Shasta funding
- Impact of proposed projects on increasing community capacity to serve 0-5 year olds and their families

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Recommended funding amounts will be determined based on: 1) the amounts of funding requested, and 2) an assessment of the impact of distributing available funds *deeply* versus *broadly* (i.e. larger awards to fewer applicants versus smaller awards across multiple applicants).

**SPECIAL OPPORTUNITY  
PROPOSAL COVER SHEET**

**Funding Round:**  
 Fall (October 8, 2004) \_\_\_\_\_ Spring (April 14, 2005) \_\_\_\_\_

**Name of Applicant (Organization/Community Group/Provider):**

**Name of Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Tax I.D. #:** \_\_\_\_\_ (OR Soc. Sec. # if individual) \_\_\_\_\_

**Professional License #:** (if applicable) \_\_\_\_\_

\*\*\*\*\*

**Project Name:** \_\_\_\_\_

**Amount Requested:** \_\_\_\_\_ **Project Completion Date:** \_\_\_\_\_

**Summary of Project:** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Date the project was discussed with First 5 Shasta Executive Director:** \_\_\_\_\_

**First 5 Shasta objective(s) addressed by this project:**

\_\_\_\_\_

**Agreements**

1. Applicant certifies that funding received from First 5 Shasta for this project will not be used to supplant or replace any existing source of funding. Yes \_\_\_\_ No \_\_\_\_
2. Applicant agrees to make project reports, if requested. Yes \_\_\_\_ No \_\_\_\_

**Person Authorized to Sign Contractual Agreements** \_\_\_\_\_

Please Print

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date





**ADDENDUM: SPECIAL OPPORTUNITY FUNDING**

**REQUEST FOR PROPOSAL – FAMILY CHILD CARE PROVIDERS**

(Please complete and attach to your Special Opportunity Funding proposal.)

1. How long has your family child care home been in business? \_\_\_\_ years \_\_\_\_ months
2. Are you a licensed provider or do you intend to become licensed?  
☐ Yes \_\_\_\_ License Number ☐ No ☐ Intend to become licensed
4. Besides yourself, how many staff are regularly employed in your family child care home? \_\_\_\_
5. On average, how many children do you serve? \_\_\_\_
6. On average, how many children of the following ages do you serve?  
\_\_\_\_ Infants  
\_\_\_\_ Toddlers  
\_\_\_\_ Preschoolers  
\_\_\_\_ School-age
7. What hours are your services available?  
\_\_\_\_ Standard workdays (Monday-Friday)  
\_\_\_\_ Evenings (after 6:00 p.m.)  
\_\_\_\_ Weekends
8. Do you use a formal curriculum with the children in your care? ☐ Yes ☐ No  
If yes, which one(s) do you use?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. How many hours of professional development/formal education related to early development and care have you completed in the last year? \_\_\_\_ hours
10. Are you a member of a professional organization (e.g. FCCA, AEYC, etc.)? ☐ Yes ☐ No  
If yes, please list the organizations: \_\_\_\_\_  
\_\_\_\_\_
11. Are you accredited/planning to pursue accreditation? ☐ Yes ☐ No
12. Is your family child care home ever used/open to other activities? ☐ Yes ☐ No  
(e.g. parent gatherings, professional meetings, community activities)  
If yes, please describe: \_\_\_\_\_  
\_\_\_\_\_